

RICCARDO

Born in 1978,

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DE ANGELIS

ART DIRECTOR

1999
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#21

When I finished my IT studies I moved to **Milan** where I started my first job with "Mediascopio" an innovative web design start-up company. During these five years I produced **animations, websites and multimedia products** for renowned firms like "**Banca Intesa**", the largest bank in Italy, "**Samoiraghi&Viganò**" retailer and leader of the eyewear sector, "**V12Design**" an industrial design firm and "**Teatro la Fenice**" the Venice Opera house.

2001
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#23

While working for "Mediascopio" I started teaching web design, Interactive Media and Digital Communication at the **European Institute of Design**.

2005
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#27

I Left "Mediascopio" and started working for a collection of high fashion brands and a service/manufacturing businesses on a **freelance** basis providing brand identity, websites creation, web advertising campaigns and other numerous digital services. Some of the many firms I worked for include: **Giorgio Armani, Dolce&Gabbana, Tod's, Roger Vivier, Trussardi, Hogan, Fay, FEB31st, La Cimbali, Esselunga and American Express**.

2015
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#37

After working for "Armani" on the "**#ATribute**" project I was subsequently employed by "**Gruppo Roncaglia**" as Senior Art Director. Developing the high profile projects and helping the junior staff improve their creative thinking. During this period I was in charge of **innovation campaigns** for the company's most important clients: **Enel, Mercedes-Benz, Ales, Dyson and BAT**.

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Competencies

Profile

Graphic design is understanding, synthesis and original development of an action or feeling we want to arouse within the public.

Before the hand,
before the scratch,
before the layout creation
and the choice of elements
and colour palettes
to be included,
before everything there is the brief's analysis and the ensuing creative process.
These two elements determine the success of a project.

The knowledge
of the instruments,
the passion put on the job
and the creative oestrus
completes the personal
and professional background
of the **Art Director**.

This has been developed
and nurtured through
20 years of experience
in communication.

Interests

Visual Arts, **Fashion**,
Photography,
New Media, Electronic
music, Surfing
and Snowboarding,
research and
experimentation
in the digital world.

Creative development: continually developing an innovative programme of creative work, by taking risks that stretch the skills and capabilities of all participants and challenge pre-conceptions and expectation of potential **ensuring that projects add value with outcomes that are relevant**, by collaborating with client organisations to define and manage expectations and always giving attention to the detail to pre-determined goals and professional standards.
Able to implement aesthetic and visual language through brand communication across multiple platforms and channels especially within the luxury sector.

People development: lead and motivate the organisation by inspiring others with the passion to deliver the organisational vision, building strong relationships with team and board members, demonstrating commitment and leadership and respecting and value all contribution.

Infrastructure development: developing technology, communications and standard assessment systems, to enable and encourage involvement within the organisation, sector or network.

Skills

In-depth knowledge of **Adobe Creative Suite** that I use together with the **programming in Processing** to generate texture and complex digital outputs or to create interactive systems and video installations.
These competencies come together with my drawing skills and **capability to use HTML/CSS/PHP languages and CMS WordPress**.

RICCARDO DE ANGELIS / ART DIRECTOR
